

Systemic Viability and Operational Integration of Authenticated Intelligence within the Philanthropreneuring Framework: An Analysis of the NextGenEconomy Development Institute

The contemporary global economy is navigating a critical inflection point where traditional extractive financial models are increasingly incapable of addressing systemic inequalities and the rapid erosion of digital trust. In response, the proposal for a development institute rooted in the NextGenEconomy framework offers a structural blueprint for a Cooperative Peace Economy.¹ This institute is designed to operationalize the "Big IDEAs"—Inclusion, Diversity, Equity, and Accessibility (I.D.E.A.)—by filtering them through a rigorous evaluative mechanism known as the Philanthropreneuring Standard, or Ph.G (Gratis).² The systemic viability of such an institute is predicated on its ability to move beyond speculative innovation and achieve a state of operational rigor and self-sufficiency typically reserved for the private sector, thereby qualifying for terminal, non-dilutive capitalization in the "G" Round.² Central to this transition is the deployment of Authenticated Intelligence PromptCasting (AiP) and the "Data Sommelier" framework, which ensure informational integrity and the protection of creative "Birthrights" in an era of algorithmic volatility.⁴

The Macroeconomic Blueprint: 5L5D5G Architecture and the Cooperative Peace Economy

The architectural integrity of the proposed development institute is founded upon the 5L5D5G framework, which institutionalizes non-violence, equitable resource distribution, and verifiable intelligence.¹ This framework represents a radical departure from "conflict capital"—economic models that thrive on extraction, manipulation, and the monopolization of user attention—moving instead toward "peace capital," which fosters reciprocal, sustainable wealth for the community.¹ The shift toward a Cooperative Peace Economy necessitates a structural stress-test of current marketing and capital deployment strategies to ensure they align with human cognitive capacities and ethical standards.¹

At the core of the 5L5D5G architecture is the "Boolean Anchor," a strict logical routing mechanism that serves as a rigid gatekeeper for economic initiatives.¹ The Boolean Anchor

operates on an absolute conditional statement: if Sovereign Public Money—representing the decentralization of money creation from private banking monopolies—plus Institutionalized Peace—representing structural frameworks like a Department of Peace—are the inputs, the output must verifiably be a Cooperative Peace Economy.¹ In the context of the development institute, this anchor evaluates the intent and method of capturing audience attention. Any model relying on algorithmic manipulation, privacy violation, or the artificial stimulation of anxiety is classified as conflict capital and denied authentication.¹

Once an initiative passes the Boolean Anchor, it is subjected to the Albertussian Synthesis, which bridges the velocity of money with the cryptographic verification of truth, or Authenticated Intelligence (AEi).¹ Traditional economic systems are largely agnostic to the moral or societal damage caused by the flow of currency. The 5L5D5G architecture, however, tracks the "ethical friction" of that currency, ensuring that every transaction within the system is a net-positive for the ecosystem.¹ In digital engagement, this involves intentional design breaks that force users to pause before making high-stakes decisions, ensuring mindful consumption rather than impulsive, algorithmically driven behavior.¹

Mechanism	Functional Role	Strategic Objective
Boolean Anchor	Logical Gatekeeper	Differentiates conflict capital from peace capital based on structural inputs. ¹
Albertussian Synthesis	Ethical Verification	Links currency velocity with the cryptographic verification of truth (AEi). ¹
Dysonian Stress-Test	Systemic Resilience	Ensures the system dismantles itself if it stops serving human capital. ¹
Ph.G Standard	Certification of Readiness	Validates operational rigor for terminal, non-dilutive capitalization. ²

The viability of the institute is further secured by the Dysonian Stress-Test, which requires systems to dismantle themselves if they stop serving human capital effectively.¹ This guarantees that the mechanisms of peace do not ossify into rigid bureaucracies or extractive engines over time.¹ By adopting the Philanthropreneuring Standard, the institute achieves the operational rigor and self-sufficiency necessary to survive market fluctuations without

perpetual reliance on seasonal fundraising.¹

The Ph.G Gate: Validating the Big IDEAs through Performance Metrics

The development institute functions as a multi-layered evaluative gate for "Big IDEAs," transforming qualitative ethical principles into quantitative financial and operational metrics.² The Philanthropreneuring Standard challenges the traditional dichotomy between non-profit charity and for-profit enterprise, demanding that social ventures prove their viability through four non-negotiable standards: Innovative Enterprise, Sustainable Impact, Measurable Transformation, and Ethical Leadership.² Passing this gate is the prerequisite for the "G" Round, a terminal capitalization event provided by a Silent Partner who seeks a Social Return on Investment (SROI) rather than financial equity.²

Innovative Enterprise and the Scalability of Inclusion

Inclusion is often treated as a superficial headcount metric in conventional business models. However, within the Ph.G gate, it is redefined as a mandate for an "Innovative Enterprise".⁶ This standard requires that the organization deploy a genuinely novel, market-based solution to a systemic problem rather than merely treating symptoms.² For the development institute, inclusion is operationalized by amplifying insights from Small and Medium-sized Enterprises (SMEs) and marginalized voices that are traditionally excluded from the global intelligence market.⁵

The metric for this standard is Originality and Scalability.² The enterprise must demonstrate the capacity to grow beyond a single community without diluting its efficacy, thereby escaping the "boutique solution" trap.² By democratizing access to high-quality intelligence and integrating diverse SME innovations as a core value proposition, the institute ensures that inclusion becomes a fundamental part of its competitive strategy and market resilience.⁵

Sustainable Impact and Economic Sovereignty

The "Sustainable Impact" standard addresses the inherent instability of traditional philanthropy by requiring that the system be designed for self-perpetuation.² The institute must generate economic activity that funds its own existence, rejecting the cycle of dependency on seasonal donations or restricted grants.² The primary metric here is the Ratio of Earned Revenue to Philanthropic Funding.²

A high ratio indicates a healthy, sovereign system capable of surviving market volatility.² In the context of a digital publishing platform like Deep Dive Digital (DDD), this sustainability is achieved through premium, subscription-based digital content and enterprise licensing.⁵ This

ensures that the social and environmental value generated by the institute is not a byproduct of charity, but a result of a robust and self-sustaining economic engine.⁵

Measurable Transformation and the Rigor of SROI

Measurable Transformation requires that impact be proven by rigorous data rather than anecdote.² The institute must quantify the social good it creates with the same precision a corporation uses to quantify profit.² The central metric for this standard is Social Return on Investment (SROI), which represents the tangible, verifiable value generated for every dollar invested.²

SROI is an outcomes-based framework that converts social, environmental, and economic changes into monetary values.⁷ The formula for calculating SROI necessitates a detailed mapping of stakeholders, identifying the specific changes caused by the intervention, and assigning financial proxies based on established datasets.⁷ The calculation of SROI is expressed as:

$$SROI = \frac{NetPresentValueofAdjustedSocialO}{TotalInvestment}$$

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To ensure rigor, the SROI calculation must adjust for "deadweight" (what would have happened anyway), "attribution" (who else contributed to the change), and "drop-off" (how the value diminishes over time).⁷ Benchmarks for peacebuilding and conflict transformation institutes indicate that successful initiatives frequently demonstrate SROI ratios exceeding 3:1, with some youth-led programs in tense contexts like Kenya showing returns as high as 10:1.¹

Ethical Leadership and Governance of Integrity

Ethical Leadership focuses on governance structures that prioritize the mission above all else, ensuring that the drive for sustainability never compromises the dignity of the beneficiaries.² The metric for this standard is Integrity and Trust, measured through community-led decision-making and a proven track record of placing "Purpose" ahead of "Profit" or "Power".²

The development institute operationalizes this through SME focus groups and DEI advisors who guide topic identification and content development.³ This ensures that the intelligence produced is culturally sensitive and addresses overlooked systemic barriers, reinforcing the

institute’s role as a trusted intermediary in the NextGenEconomy.³

Standard	Mandate	Primary Metric
Innovative Enterprise	Deployment of novel, market-based solutions to systemic issues.	Originality & Scalability. ²
Sustainable Impact	Engineering for self-perpetuation and economic sovereignty.	Ratio of Earned Revenue to Philanthropy. ²
Measurable Transformation	Data-driven proof of impact and social value.	Social Return on Investment (SROI). ²
Ethical Leadership	Mission-primary governance and community-led decisions.	Integrity & Trust. ²

Technological Architecture: Authenticated Intelligence and the Data Sommelier Framework

The operational viability of the development institute is powered by a proprietary workflow known as Authenticated Intelligence PromptCasting (AiP).⁵ This model addresses the growing "trust deficit" in AI-generated content by providing a verifiable provenance for every piece of intelligence published.⁵ The AiP model is supported by the "Data Sommelier" framework, which uses viticulture metaphors to describe the stages of data extraction and transformation.⁴

The Four A’s of AEIA: Protective and Structural Pillars

The Authenticated Ethical Integrity Agency (AEIA) establishes four protective pillars that ensure the creative "Birthright" of a work remains intact during its transition from raw data to multi-sensory media.⁴ These pillars align with the Data Sommelier metaphors of Terroir, the 2nd Leaf, and the 3rd Leaf.⁴

1. **Authenticity (The Terroir):** This represents the "Base Note" or DNA of the work.⁴ It ensures that data is source-verified and represents the signature of the original creator.⁴ In the NextGenEconomy, this prevents the dilution of IP by "Bad AI" scrapers and guarantees that the "Thermal Core" of the story remains intact.⁴
2. **Accuracy (The 2nd Leaf):** Functioning as the "Blueprint" or "General Contractor," this

pillar ensures structural integrity and prevents "Data Drift".⁴ It involves a precision extraction of the work's 8-point DNA to ensure that the internal logic and author's intent are preserved when content moves across different media formats, such as from text to a radio drama.⁴

- 3. **Analysis (The Spelunking):** This is the deep-tier extraction where the Data Sommelier identifies the "Inciting Spark" within the data.⁴ It involves identifying the "Reticular Activating System" (RAS)—the filters that determine what information is valuable and what is noise—transforming raw data into a sophisticated, layered experience.⁴
- 4. **Accessibility (The Final Pour):** The final product must be "consumable," moving beyond a "dusty PDF" to become a multi-sensory environment.⁴ This "Visual-Audio Bridge" creates a physiological response (the Smiley Face technique), ensuring that the frequency of the work resonates long after the initial interaction.⁴

AEIA Pillar	Sommelier Stage	Abundance Parallel	Role in IP Protection
Authenticity	The Terroir	DNA / Birthright	Prevents AI dilution and data hallucinations. ⁴
Accuracy	The 2nd Leaf	The Blueprint	Prevents narrative drift across media. ⁴
Analysis	Spelunking	The Architect	Extracts the narrative's "Thermal Core". ⁴
Accessibility	The Reveal	Living Color	Facilitates a multi-sensory experience. ⁴

The AiP Production Workflow and Editor Roles

Within a platform like Deep Dive Digital, editors function as "Trust Architects" and "Human Validators".³ Their permissions extend beyond traditional editorial roles to include the technical and strategic governance of the AiP model.³ The workflow is structured to minimize algorithmic bias and ensure informational integrity through a series of human-centric interventions.³

The AiP workflow begins with topic identification, guided by input from SME focus groups and DEI advisors.⁵ Senior Prompt Architects design sophisticated prompts that prioritize diverse and peer-reviewed datasets.³ After the initial AI generation, a diverse team of domain experts

performs a "Human Deep Dive," fact-checking the output and adding qualitative human insights regarding dignity and nuance that AI currently lacks.³

Crucially, the editor is responsible for recording the "Authentication Chain" onto a blockchain.³ This ledger includes details on the AI models used, the specific human oversight involved, and the data sources cited.⁵ This transparency allows Silent Partners to perform "Quiet Research"—the deep due diligence required for the "G" Round—by verifying the provenance of the intelligence.⁵

Editorial Phase	Specific Permissions	Software/System Actions
Prompt Architecture	Design and execution of complex AI queries.	Selection of data source parameters and diverse datasets. ³
Bias Mitigation	Auditing AI outputs for ethical alignment.	Triggering bias-detection modules and adjusting outputs. ³
SME Integration	Management of the SME Contributor Network.	Onboarding contributors and integrating real-world case studies. ³
Provenance Layering	Recording the "Authentication Chain."	Executing blockchain triggers to log source and human metadata. ³
Accessibility Audit	Adherence to universal design standards.	Running WCAG compliance checks and adjusting alt-text. ³

Economic Performance: The Shift to Attention-Based Referral Models

The viability of a development institute in the NextGenEconomy depends on its ability to move away from the inefficiencies of traditional digital marketing, which is characterized as "conflict capital".¹ Traditional models rely on mass impressions (CPM) and extractive engagement, leading to profound economic waste.¹ In contrast, the institute utilizes focused attention and gift-based referral networks, which align with the principles of a Cooperative Peace Economy and the Ph.G Standards.¹

The Failure of Traditional Impression-Based Marketing

Traditional marketing suffer from diminishing returns and escalating costs. In the 2025-2026 digital landscape, global website conversion rates remain stagnant at 2% to 3%, with B2B sectors like SaaS and IT services routinely falling to 1% or lower.¹ Despite high mobile traffic, mobile conversion rates average only 2.49%, compared to 5.06% for desktop users, indicating that passive scrolling fails to capture the cognitive intent necessary for a transaction.¹

The cost of acquiring a customer (CAC) has surged, with B2B Paid Search averaging \$802 and Outbound Sales reaching a staggering \$1,980 per acquired customer.¹ This creates a severe economic burden on SMEs and social enterprises.¹ Furthermore, the prevalence of "AdWaste"—estimated at \$198 billion annually in the U.S. alone—reflects a system where 94% of media spend yields zero cognitive impact because "dull" advertisements capture less than one second of human attention.¹

The Valuation of Active Attention Seconds (AAS)

To repair the marketing funnel, the institute shifts its valuation to "Active Attention Seconds" (AAS).¹ Human focus is a scarce and measurable economic resource, and neurological studies identify a critical "attention-memory threshold" at the 2.5-second mark.¹ When content receives more than 2.5 seconds of unbroken human attention, it successfully encodes into long-term memory, initiating the construction of "Mental Availability".¹

Campaigns optimized for high attention (3+ seconds) drive up to 2.5 times higher conversion rates and a 130% lift in overall conversion compared to low-attention, high-volume campaigns.¹ This shift from raw reach to attention quality aligns with the Albertusian Synthesis, respecting the user's cognitive bandwidth and agency.¹

Referral Networks as Mobilized Social Capital

The most potent mechanism for conversion in the Cooperative Peace Economy is the Word-of-Mouth (WOM) referral.¹ Referrals provide a pre-authentication of trust that corporate advertising cannot replicate. Approximately 92% of buyers trust recommendations from friends and family over branded messaging, and in B2B sectors, 84% to 92% of decision-makers initiate high-stakes purchases exclusively via a trusted referral.¹

Referral marketing systematically generates 3 to 5 times higher conversion rates than paid advertising.¹ Customers acquired through referrals exhibit a 16% to 25% higher Customer Lifetime Value (CLV) and a 37% better retention rate.¹ This efficiency results in a CAC that is 50% to 60% lower than other digital channels, allowing referral models to deliver an average ROI of up to 3,000%.¹

Marketing Category	Traditional Model (Impressions)	Referral/AAS Model (Attention)
Primary Metric	Pixels on screen > 1 second.	Gaze fixation and cognitive focus > 2.5s. ¹
Conversion Rate	1% - 3% (Stagnant). ¹	3% - 8%+ (Compounding). ¹
Trust Basis	Corporate to Consumer (Skepticism). ¹	Peer to Peer (Pre-authenticated trust). ¹
Cost Efficiency	\$150 - \$1,980+ (High CAC). ¹	\$0 - \$50 (Highly efficient). ¹
Systemic Impact	Extractive "Conflict Capital". ¹	Cooperative "Peace Capital". ¹

The "Find & Share" model is structured psychologically as a "gift" rather than a purely transactional bounty.¹ This leverages Marcel Mauss's anthropology of the gift, where the exchange creates symbolic capital and durable community bonds.¹ By removing administrative friction and commodification, the institute transforms latent social capital into a circulating economic engine that satisfies both financial ROI and Social Return on Investment (SROI).¹

Capitalization and the "G" Round: The Path to Permanence

The "G" Round (Gratis Round) is the terminal capitalization event for enterprises that have successfully passed through the Ph.G Standards.² It represents a paradigm shift from the traditional dichotomy between non-profit and for-profit entities, offering a path to financial sovereignty that bypasses the dilutive nature of venture capital.²

Non-Dilutive Funding and Leadership Sovereignty

Traditional funding rounds (Seed, Series A, Series B) seek financial equity and often result in founders losing 15% to 30% of their company per round.¹⁵ This equity pressure can force "mission drift," where social goals are sacrificed for short-term profit potential.⁶ Non-dilutive funding, by contrast, does not require founders to give up ownership or voting control, keeping the cap table intact and the leadership focused on long-term systemic change.¹⁵

The "G" Round is specifically designed for organizations that have already proven their viability through the Innovative Enterprise, Sustainable Impact, Measurable Transformation, and Ethical

Leadership standards.² It is a terminal event, meaning it provides the organization with the capital needed to achieve permanent self-sufficiency.²

The Role of the Silent Partner and Quiet Research

The investor archetype for the "G" Round is the "Silent Partner," modeled after MacKenzie Scott's Yield Giving.² The Silent Partner performs "Quiet Research"—extensive, independent due diligence into the organization's operational rigor, financial stability, and SROI.² Once satisfied that the enterprise meets the Ph.G Standards, the Silent Partner provides an immediate, unrestricted, and non-dilutive gift.¹⁸

The function of capital in a "G" Round is focused on three areas:

- 1. **Permanence:** Establishing endowments and financial reserves to ensure longevity.²
- 2. **Infrastructure:** Funding "unsexy" operational engines like staff, systems, and debt service that traditional philanthropy often avoids.²
- 3. **Autonomy:** Providing unrestricted funding that validates the leadership's expertise and allows the mission to be pursued without external interference.²

Funding Type	Venture Capital / Angel	The "G" Round (Gratis)
Equity Cost	15% - 30% per round. ¹⁶	Zero (Non-dilutive). ²
Governance	High control (Board seats, veto rights). ¹⁵	Full autonomy (Mission-primary). ²
Vetting Model	Profit potential and hypergrowth. ¹⁵	Ph.G Standards and SROI. ²
Investor Role	Active/Aggressive oversight. ¹⁵	Silent Partner / Quiet Research. ²
Focus	Short-term Exit or Scale. ³	Long-term Systemic Change. ²

MacKenzie Scott's Yield Giving model has yielded over \$26 billion in gifts to more than 2,700 organizations.²¹ In 2024, the Yield Giving Open Call awarded \$640 million to 361 community-led organizations focused on Equity and Justice.¹⁸ This model demonstrates that providing large, unrestricted gifts to organizations that have earned trust allows them to scale their impact effectively and rebalance power dynamics in the philanthropic sector.²⁰

Proof of Concept: Regional Implementation in Harrisonburg and EMU

The viability of a development institute incorporating these precepts can be modeled through the community wealth-building initiatives in Harrisonburg, Virginia, and the peacebuilding paradigms at Eastern Mennonite University (EMU).¹ These regional proving grounds illustrate how local social capital and cooperative economics can generate measurable resilience and social value.¹

EMU's Center for Justice and Peacebuilding (CJP)

The Center for Justice and Peacebuilding (CJP) at EMU is a global leader in conflict transformation, restorative justice, and trauma-informed practice.²³ CJP educates a global community by integrating practice, theory, and research, striving to counter economies of extraction and dismantle systems of oppression.²⁴ The program operates with a mix of academic credit and non-credit professional training, generating estimated annual revenues of \$2.39 million.²⁴

CJP's Summer Peacebuilding Institute (SPI) serves as a microcosm of the "Inclusion" and "Accessibility" standards.¹ SPI brings together a diverse group of peacebuilders—including youth, religious leaders, and security actors—to share wisdom and enhance practical skills.²⁶ This collaborative environment fosters the "decolonizing creative process" and community-led decision-making, fulfilling the Ethical Leadership mandate of the Ph.G Standard.²⁴

Harrisonburg's Community Wealth Building Initiatives

Harrisonburg has implemented several economic development models that transform local economies by fostering community ownership and control of assets.²⁹ These initiatives include:

- **Harrisonburg Entrepreneurship Development Initiative (HEDI):** Develops early-stage business owners through technical training and mini-grants, focusing on local ownership and Skilling.³¹
- **Harrisonburg Business Loan Program:** Provides up to \$25,000 to encourage small business development and expansion as an alternative to traditional loans.³²
- **American Rescue Plan Act (ARPA) Investments:** Harrisonburg utilized ARPA funds for childcare programs, small business assistance, and mental health improvements for the homeless.³⁴

These initiatives demonstrate a commitment to "Sovereign Public Money" and "Institutionalized Peace" at the local level.¹ By redistributing wealth directly to community members and SMEs rather than extracting it for global tech monopolies, Harrisonburg creates a "spillover effect"

that yields positive socio-economic impacts extending far beyond individual transactions.¹

Operationalization: The PeacePreneuring Incubator and Deep Dive Digital

The development institute’s viability is further ensured through a structured operational pathway for "Big IDEAs," exemplified by the AEIA PeacePreneuring Incubator.³ This incubator operationalizes the "gate" through a five-step workflow that integrates the AiP model and the I.D.E.A. framework.³

The Five-Step PeacePreneuring Workflow

1. **Contextual Grounding (The Whole Story):** Projects are grounded in their mission and origin. For instance, the "Ai Him Sa Peace Park" project ensures that its history of non-violence is transparently communicated to stakeholders.³
2. **The Content Recipe (AEMagineering 4 Peace):** A collaborative phase where developers and users contribute their best I.D.E.A.s. The editor facilitates this collective intelligence to meet Ph.G standards.³
3. **Developer Guidelines (Peace Park Advisory):** Establishes technical and ethical guidelines. For projects like "Ai 4 HER," this ensures the software is inherently inclusive and accessible.³
4. **Community Engagement (Virtual ReAwakening):** Tests the "Ethical Leadership" standard through workshops and virtual gatherings, ensuring accountability to beneficiaries.³
5. **The Final Polish (Ethical GEM):** Focuses on crafting responsible narratives that prioritize human dignity and truth over engagement metrics, following the AiHERStories Ethics Guidelines.³

Financial Modeling and Startup Viability for Deep Dive Digital (DDD)

The financial plan for Deep Dive Digital (DDD) illustrates the startup costs and revenue projections for a social enterprise designed to pass the Ph.G gate.⁵ Startup costs for the initial 12-18 months are estimated between \$850,000 and \$1,700,000, including allocations for DEI training, accessibility audits, and SME contributor compensation.⁵

Phase	Year 1	Year 2	Year 3
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Revenue Projection	\$150k - \$400k	\$900k - \$2.2M	\$3.5M - \$7.5M ⁵
Strategic Focus	Platform dev & DEI training.	Scaling subscriptions & SME networks.	Global expansion & "G" Round readiness. ⁵
Assumptions	SME demand for high-integrity info.	DEI commitment attracts top talent.	Access to impact/ESG funding. ⁵

The projected growth reflects the assumption that prioritizing SME and DEI principles is a fundamental part of the competitive strategy.⁵ While initial growth may be slower due to the complexity of I.D.E.A. integration, the long-term benefits of enhanced trust and a more robust contributor network drive stronger, more sustainable growth.⁵

Synthesis: Systemic Conclusions on Viability

The viability of a development institute incorporating these precepts is supported by a comprehensive framework that aligns macroeconomic policy with micro-operational rigor.¹ By running "Big IDEAs" through the Ph.G gate, the NextGenEconomy ensures that social impact is measured with corporate precision and funded with non-dilutive sovereignty.²

The transition to Authenticated Intelligence PromptCasting (AiP) provides a solution to the informational trust deficit, while gift-based referral networks offer an economically superior alternative to extractive marketing.¹ Regional proving grounds like Harrisonburg and EMU demonstrate that these principles can be successfully grounded in local economies, generating significant Social Return on Investment.¹

The "G" Round capitalization, provided by Silent Partners modeled on the MacKenzie Scott model, offers a terminal event that establishes permanence and infrastructure without compromising leadership autonomy.² Ultimately, the proposed development institute represents a new standard of "Philanthropreneurship," where social enterprises achieve the operational excellence necessary to convert capital into permanent, systemic change in the Cooperative Peace Economy.² This framework proves that in the NextGenEconomy, purpose and profit are not mutually exclusive but are interdependent drivers of a more inclusive, trustworthy, and resilient world.³

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